

**WARREN ECONOMIC DEVELOPMENT BOARD / WORKPLAN 2011-2012**

**OBJECTIVE 1 / DOWNTOWN BUSINESS DISTRICT IMPROVEMENT**

<b>ACTION 1 / STOREFRONT IMPROVEMENT</b>	<b>RESPONSIBILITY</b>
<p>A. Open a dialogue with property owners and proprietors of commercial buildings</p> <p>B. Conduct special EDB meeting inviting business &amp; property owners to develop standards and guidelines for storefront improvements</p> <p>C. Encourage business owners to take pride in and maintain their property</p>	<p>B. Heckert J. Cary</p>
<p><b>ACTION 2 / TRANSPORTATION WORKGROUP</b></p> <p>A. Bus stop shelters: research design and funding</p> <p>B. Research diverting trucks around Main Street</p> <p>C. Delineate parking spaces on Water and Main Streets</p>	<p>K. Dickson S. Morris</p>
<p><b>ACTION 3 / DOWNTOWN/TOWN-WIDE BEAUTIFICATION WORKGROUP</b></p> <p>Develop beautification plan, e.g.: improvement of kiosk near post office, flower planters, etc</p>	<p>K. Dionne K. Macdonald</p>
<p><b>ACTION 4 / DEVELOP STANDARDS FOR BUSINESS AREAS</b></p> <p>A. Review existing ordinances, recommend changes as warranted</p> <p>B. Recommend ordinance changes as appropriate to reduce sign clutter, in village and all business districts including Metacom Ave. corridor</p> <p>C. Submit 2009 study documenting sign clutter to appropriate town officials</p>	<p>group</p>

**OBJECTIVE 2 / HELPING VISITORS NAVIGATE WARREN**

<p><b>ACTION / WARREN WAYFINDING SIGNAGE, PHASE 2- WARREN GATEWAYS</b></p> <p>Develop welcome and directional signage for gateways and major intersections townwide; integrate Metacom Ave. corridor to central village and main business districts, building on new parking signage now in place (<i>Relies upon procuring funding</i>)</p>	
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**OBJECTIVE 3 / MARKETING WARREN- CREATING A CONSISTENT MESSAGE AND "VOICE"**

<p><b>ACTION 1 / BANNER PROGRAM</b></p> <p>A. Print additional banners with existing design</p> <p>B. Design and produce Warren holiday banners as a companion to existing banners</p> <p>C. Determine and monitor placement, installation and maintenance</p>	<p>K. Dionne P. Silva</p>
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<b>ACTION 2 / RESEARCHING AND NETWORKING, ONGOING</b>	<b>RESPONSIBILITY</b>
<p>A. Identify &amp; create PR and marketing opportunities and contacts</p> <p>B. Contact relevant sources with stories of interest</p> <p>C. Research websites and web articles relating to Warren and its economic development, send to EDB, Town Council and other town officials, create and maintain media library</p> <p>D. Attend trade shows, lectures and presentations as practical; collect marketing materials and make presentations to EDB</p>	group
<b>ACTION 3 / CREATE "PRIDE IN WARREN" CAMPAIGN</b>	
Create and introduce phrase or icon to promote pride among businesses & residents	
<b>ACTION 4 / WARREN VISITORS BROCHURE</b>	
Develop small brochure promoting Warren ( <i>Relies upon procuring funding</i> )	

**OBJECTIVE 4 / WARREN ARTS GROUP: MAKING WARREN AN ARTS DESTINATION**

<b>ACTION / PROMOTE WARREN AND THE ARTS DISTRICT</b>	
<p>A. Create a mission for the arts group that could be used to promote the arts.</p> <p>B. Research cities &amp; towns throughout the country that have a focus on the arts as an economic driver, and incentives have been used to attract professional artists to their communities</p> <p>D. Organize a "meet &amp; greet" event inviting all artists that live in Warren. Conduct a survey of the artists in attendance.</p> <p>E. Create a directory of Warren artists that can be added to the <i>Discover Warren</i> and Town of Warren website.</p> <p>F. Initiate art events and exhibits around town and exhibits at Warren Town Hall, ex: <i>Art happenings, street painting, window art, public art &amp; installations</i></p>	P. Silva

**OBJECTIVE 5 / ECONOMIC DEVELOPMENT EDUCATION**

<b>ACTION / INITIATE SPEAKER PROGRAM AT EDB MEETINGS</b>	
Include and encourage attendance by Town Council, Warren board members and the general public. Potential speakers: GrowSmart RI, RI Chamber of Commerce, RIDEDEC, developers / architects with relevant case histories	group

**OBJECTIVE 6 / ENSURE TAX EXEMPTIONS MEET WARREN'S CURRENT NEEDS**

<b>ACTION / REVIEW CURRENT TAX EXEMPTIONS, MAKE RECOMMENDATIONS</b>	
	B. Heckert J. Cary S.Morris